

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

UNSTARRED QUESTION NO:2680

ANSWERED ON:16.12.2004

PERFORMANCE OF DOORDARSHAN AND AIR

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Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether the popularity and quality of Doordarshan and AIR is declining day by day as compared to private channels despite the fact that ninety per cent of population has access to the national channels;
- (b) whether the decline in popularity of Doordarshan and AIR is attributed to the declining quality of programmes;
- (c) if so, the steps being taken by the Government to make Doordarshan and AIR popular; and
- (d) the extent to which the success has been achieved by the Government there from?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING & CULTURE (SHRI S. JAIPAL REDDY)

(a) to (d): Prasar Bharati has informed that in order to fulfill the mandate of the Public Service Broadcaster to inform, educate and entertain the public, Prasar Bharati has been constantly pursuing for excellence both in terms of content and quality. It is the constant endeavor of Prasar Bharati to improve the quality of its programmes. Doordarshan constantly reviews the quality of serials/programmes telecast on its various channels and makes efforts to further improve the contents and technical quality/transmission. The studios and equipment are continuously being modernized to improve technical quality of programmes.

Among the recent initiatives undertaken by Doordarshan are a free to air DTH service consisting of a bouquet of 30 television channels (Doordarshan/Private) and 12 Radio channels, telecast of blockbuster films, production of serials based on Indian classics, e.g. 'Tehreer Munsii Prem Chand Ki', programmes on socially relevant themes e.g. 'Kalyani I and II', coverage of sporting events e.g. Athens Olympics 2004, Indo-Pak, Indo-Australia and Indo-South Africa Cricket series 2004 etc.